

From: Chambers, Micah
To: [Bloomgren, Megan](#)
Cc: [Domenech, Douglas](#); [Daniel Jorjani](#); [Russell Roddy](#); [Boulton, Caroline](#); [James Cason](#); [Scott Hommel](#); [Swift, Heather](#)
Subject: Re: ICYMI Patagonia in Morning Energy
Date: Tuesday, March 07, 2017 2:01:55 PM

I should've noted that both Heitkamp and Manchin would be possible Dem yes votes.

On Tue, Mar 7, 2017 at 1:50 PM, Bloomgren, Megan <megan_bloomgren@ios.doi.gov> wrote:

**PATAGONIA LAUNCHES
BEARS EARS AD**

CAMPAIGN: Outdoor gear
and clothing company

Patagonia is launching a social
media and online advertising
campaign today aimed at
convincing Interior Secretary
Ryan Zinke to recommend
Trump preserve the Bears Ears
National Monument in Utah.

The state's governor and
congressional delegation have
urged Trump to revoke the
monument Obama created at
the end of his term, and Zinke
is expected to meet with state
groups in the coming weeks
before he weighs in on the
issue. Patagonia is spending
\$350,000 on social media, a
month of underwriting "PBS
NewsHour" and
advertisements on The New
York Times website. The
company is also launching an
interactive video produced
using Google's 360 technology

that prompts people to sign a petition to Zinke on the issue.

And urges “no” on methane CRA: Patagonia joined 13 other outdoors groups in sending [a letter](#) to senators today urging them not to support a Congressional Review Act challenge seeking to nullify a BLM rule aimed at curbing methane leakage on public lands. That comes as EDF Action launched another “six-figure” [digital ad campaign](#) in D.C., Arizona, Nevada, North Dakota and Ohio encouraging citizens to fight the nullification attempt.

--

Micah Chambers
Special Assistant / Acting Director
Office of Congressional & Legislative Affairs
Office of the Secretary of the Interior